

Maine HEAPP Strategic Planning

State Level Needs
Assessment/
Problem Analysis

Typical Long-Range Goals for Statewide Initiatives

- Develop state-level *infrastructure* to support 1) campus goals (all of the above) and 2) ***state policy change***
- Facilitate an increased commitment of senior campus administrators to prevention
- Increase number of campuses with 1) AOD task forces and 2) campus and community coalitions
- Increase *effectiveness* of task forces and coalitions
 - Strategic planning
 - Effective strategies (environmental, BMIs)

Public Policy

- legislation
- taxes
- state/federal structures
- state/federal resources
- state/federal incentives

HEC Recommendations: Changes in State Policies or Laws

- Lower BAC for drivers < 21 (.02)
- tamper-proof licenses
- license penalties on minors purchasing or in possession of alcohol
- increasing penalties for illegal service to minors
- requiring server training

-- more --

More Changes in State Policies/Laws

- Dram shop laws (penalties for serving an intoxicated patron or minor)
- Prohibiting reduced price promotions
- Requiring keg registration
- Strengthening laws affecting availability, e.g., days & hours of sale, outlet density
- Stronger enforcement of underage laws
- Increasing alcohol excise taxes

NIAAA College Policy Recommendations

- Increase enforcement of minimum drinking age laws
- Implement, increase publicity, and enforce other laws to reduce alcohol-impaired driving
- Restrict alcohol retail outlet density
- Increase prices and excise taxes on alcoholic beverages
- Implement responsible beverage service policies in social and community settings
- Regulation of happy hours and sales

NAS Report Policy Recommendations - 1

- Increase the effectiveness of the minimum drinking age laws
- Strengthen compliance check programs in retail outlets, with substantial fines and temporary suspension of license for first offenses and increasingly stronger penalties thereafter, leading to permanent revocation of license after three offenses

NAS Report Policy Recommendations - 2

- Require seller/server training
- Strengthen dram shop liability statutes
- Regulate internet sales
- Deter adults from purchasing alcohol for minors
- Enforce zero tolerance laws

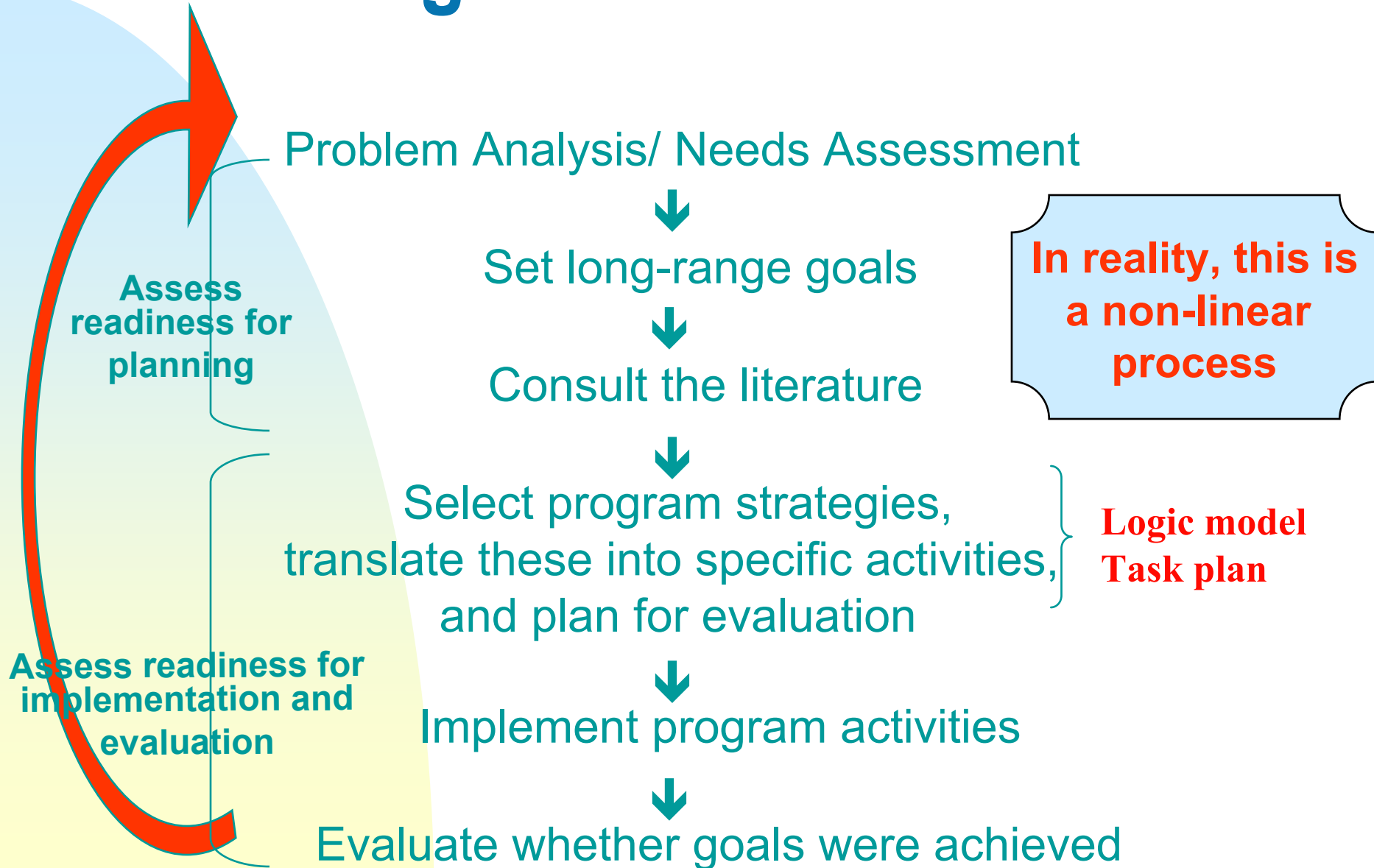
NAS Report Policy Recommendations - 3

- Enact and enforce graduated driver licensing laws
- Implement sobriety checkpoints
- Police procedures/policies
- Prevent and detect use of false IDs
- Enforce administrative procedures and noncriminal penalties for alcohol infractions by minors

NAS Report Policy Recommendations - 4

- Support community mobilization to reduce underage drinking
- Raise excise taxes, with top priority to raising beer taxes
- Fund the development and evaluation of programs to cover all underage populations

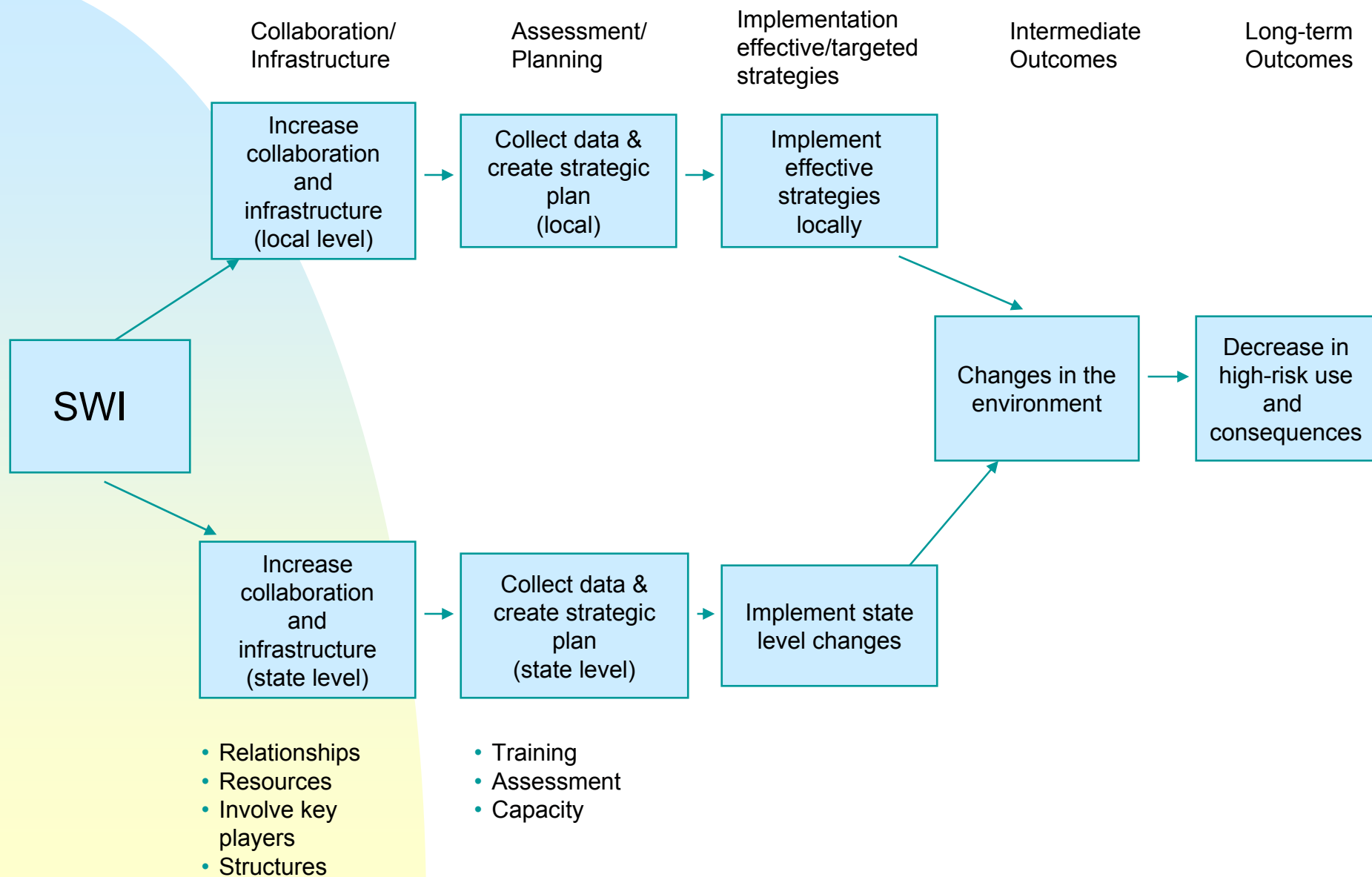
Planning/Evaluation Process



Typical Long-Range Goals for College AOD Prevention

- Reduce AOD consumption
- Reduce high-risk AOD consumption
- Reduce illegal AOD consumption
- Reduce AOD-related consequences
- Reduce costs related to AOD use
- Improve academic outcomes
- Improve campus and community safety
- Increase retention

Statewide Initiative Logic Model



Maine Underage Drinking Task Force Recommendations: College Issues (Goals*)

- Develop state-level *infrastructure* to facilitate efforts among IHEs
- *Engage* top level administrators
- IHEs adopt comprehensive *plan*
- IHEs adopt *effective strategies**:
 - develop and enforce policies
 - limit alcohol availability, including guidelines for marketing and sponsorships

Italics = need definition

** = my interpretations*

How can we achieve these goals?

- Define terms
- Identify specific problems and needs.
- Look at what science/ theory/ logic tell us about “what works” to solve them.

First Two Steps

Step 1: Problem Analysis

- ◆ Gather information on the problem and current efforts
- ◆ Analyze the information

Step 2: Identify Long-Range Goals

- ◆ Problem analysis may identify particular goals of interest

Problem Analysis (sometimes, “needs assessment”)

- Systematic gathering of data to inform program development.
- Goal: examine how the problem manifests itself in your context
- Consider:
 - ◆ **Scope and nature of the problem**
 - ◆ **Risk/ protective factors**
 - ◆ **Current programs, policies, services**
 - ◆ **Political factors**
 - ☞ allies
 - ☞ enemies
 - ◆ **Available Assets/ Resources**
- Consider each level of the ecological model

Problem Analysis, con't

3. What is currently in place?

- ◆ Programs, policies, services

- ◆ Organizations, people

 - ☞ allies/ opponents/ agendas

- ◆ Political climate

 - ☞ policymakers (allies, opponents)

 - ☞ public support for various efforts

Goal: build on existing efforts; identify assets; understand context

Data: talking to people, websites, reports, other?

Discussion: Working Together for State Level Change

- ◆ Most salient policy-related problems in Maine
- ◆ Current status of efforts to change state policy
- ◆ Possible HEAPP goals for policy change
- ◆ Structure for HEAPP collective action